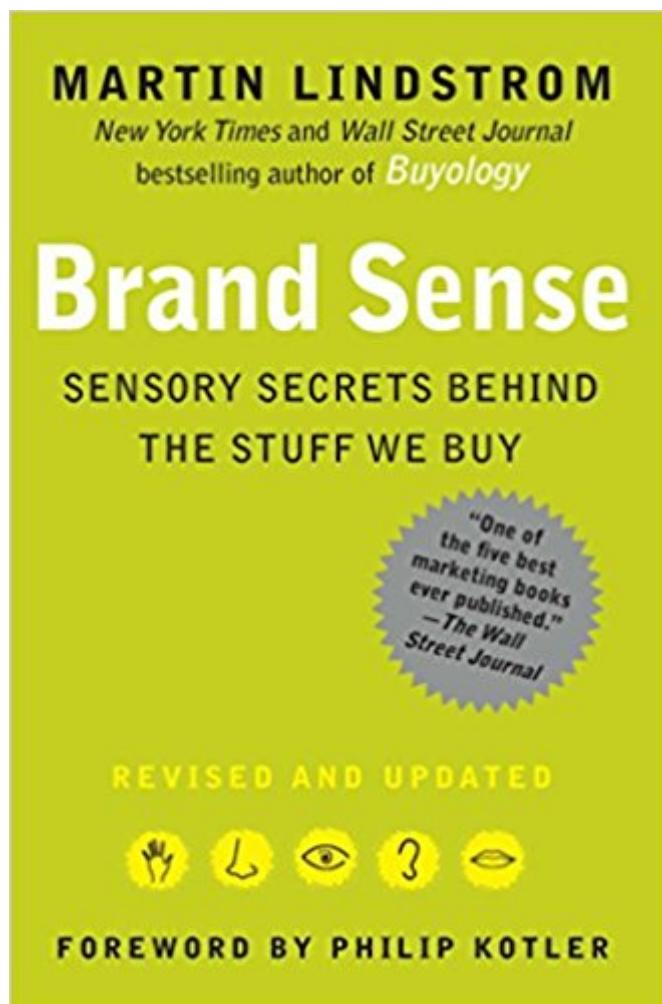


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# Brand Sense: Sensory Secrets Behind The Stuff We Buy



## Synopsis

The definitive book on sensory branding, shows how companies appeal to consumers' five senses to sell products. Did you know that the gratifying smell that accompanies the purchase of a new automobile actually comes from a factory-installed aerosol can containing "new car" aroma? Or that Kellogg's trademarked "crunch" is generated in sound laboratories? Or that the distinctive click of a just-opened jar of Nescafé freeze-dried coffee, as well as the aroma of the crystals, has been developed in factories over the past decades? Or that many adolescents recognize a pair of Abercrombie & Fitch jeans not by their look or cut but by their fragrance? In perhaps the most creative and authoritative book on how our senses affect our everyday purchasing decisions, global branding guru Martin Lindstrom reveals how the world's most successful companies and products integrate touch, taste, smell, sight, and sound with startling and sometimes even shocking results. In conjunction with renowned research institution Millward Brown, Lindstrom's innovative worldwide study unveils how all of us are slaves to our senses "and how, after reading this book, we'll never be able to see, hear, or touch anything from our running shoes to our own car doors the same way again. An expert on consumer shopping behavior, Lindstrom has helped transform the face of global marketing with more than twenty years of hands-on experience. Firmly grounded in science, and disclosing the secrets of all our favorite brands, *Brand Sense* shows how we consumers are unwittingly seduced by touch, smell, sound, and more.

## Book Information

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## Customer Reviews

"It contains a treasury of ideas for bringing new life to your brands." -- Philip Kotler, from the Foreword "Creative, insightful, compelling. It will help you cut through the mass of commercial clutter and develop a powerful brand." -- Torben Ballegaard Sorensen, CEO, Bang & Olufsen Worldwide ""BRAND sense" breaks new ground with an insightful view of how marketing to all five senses can transform the way you build your brands." -- Andre Lacroix, CEO & Chairman, EuroDisney "Martin Lindstrom has a talent for big ideas. In "BRAND sense, " he brings new ideas to life using real examples from leading companies around the world. "BRAND sense" introduces new dimensions to the art and science of brand management." -- Alex Hungate, Chief Marketing Officer, Reuters Group "Martin Lindstrom, one of branding's most original thinkers, reveals how to break out of the two-dimensional rut of sight and sound, and connect emotionally with all five senses. His book provides data and insights that will surprise even the most savvy brand watcher." -- Robert A. Eckert, CEO & Chairman, Mattel, Inc. ""BRAND sense" is a landmark work that explains what the world's most successful companies do differently, integrating all five of the senses -- touch, taste, smell, sight, and sound. The book will transform the way marketers approach the entire concept of branding." -- Charlie Bell, CEO & Chairman, McDonald's Corporation

Martin LindstromÂ is a New York Times and Wall Street Journal bestselling author, the CEO and Chairman of the Lindstrom company and the Chairman ofÂ Buyology, Inc.Â (New York)Â and BRAND Sense agency (London). In 2009, he was recognised byÂ Time magazine as one of the world's most influential people.Â Lindstrom is an advisor toÂ Fortune 100 companies including the McDonaldâ™s Corporation, NestlÃ©, American Express, Microsoft Corporation, The Walt Disney Company and GlaxoSmithKline. Lindstrom speaks to a global audience of close to a million people every year. He has been featured in Wall Street Journal, Newsweek, Time, The Economist, New York Times, BusinessWeek, and The Washington Post and featured on NBC'sÂ Today show, ABC News, CNN, CBS, Bloomberg, FOX, Discovery and BBC. His book, BRAND sense, was acclaimed by the Wall Street Journal as one of the five best marketing books ever published. His more recent book Buyology was voted "pick of the year" by USA Today and reached 10 out of the top 10 best-seller lists in the U.S. and worldwide during 2008 and 2009. His five books on branding have been translated into more than thirty languages and published in more than 60 countries worldwide. Visit [MartinLindstrom.com](http://MartinLindstrom.com) to learn more. Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Northwestern University Kellogg Graduate School of Management in Chicago. He is hailed by Management Centre Europe as "the world's foremost

expert on the strategic practice of marketing." Dr. Kotler is currently one of Kotler Marketing Group's several consultants. He is known to many as the author of what is widely recognized as the most authoritative textbook on marketing: *Marketing Management*, now in its 13th edition. He has also authored or co-authored dozens of leading books on marketing: *Principles of Marketing*; *Marketing Models*; *Strategic Marketing for Non-Profit Organizations*; *The New Competition*; *High Visibility*; *Social Marketing*; *Marketing Places*; *Marketing for Congregations*; *Marketing for Hospitality and Tourism*; and *The Marketing of Nations*. Dr. Kotler presents continuing seminars on leading marketing concepts and developments to companies and organizations in the U.S., Europe and Asia. He participates in KMG client projects and has consulted to many major U.S. and foreign companies--including IBM, Michelin, Bank of America, Merck, General Electric, Honeywell, and Motorola--in the areas of marketing strategy and planning, marketing organization, and international marketing.

Ã¢ÂœThis book reminds me of a book I read in my architecture school: Ã¢ÂœThe Eyes of the SkinÃ¢Â• by Juhani Pallasmaa. We were designing an airport in our city. Our professor mentioned this book as a reference to make our designs more sustainable. The book identified architecture as being something attractive to all the bodyÃ¢Â™s senses.Ã¢Â• Ã¢ÂœBrand Sense consists of compelling case studies of how innovative brands including Nokia, McDonaldÃ¢Â™s, Nestle, Microsoft, and Walt Disney integrate our five senses (touch, smell, sight, sound and taste) to enhance consumersÃ¢Â™ experiences with the brands.Ã¢Â• - Graduate student comments. Brand Sense was used as a required text in the graduate Design Management program at the Shintaro Akatsu School of Design at the University of Bridgeport

Extremely helpful book that helped me view advertising so differently. Concisely written with lots of real world examples of companies and how they are changing the face of this field by incorporating our human senses to reel us in to purchase. Every consumer should be aware of how we are being manipulated to buy so we can make sound decisions that are based on rationality over emotion.

Information provided doesn't seem to be backed up by other than experience and cannot be applied to various forms of products/services - which is normal, but perhaps the nature of this book should be better presented. I found it useful for my general knowledge, but not necessarily for a business. it expanded my perspective, but it felt not enough at the end.

Martin Lindstrom has written a truly readable and provocative book. Short term goals, and the pressures to meet them, make it all too easy to view business both myopically and blinkered. Take a step back and regard your brand (and your competitors' brands) holistically. Products, services, and the delivery of the same to your customers, encompasses all senses. Yes, some will dominate, but it is important to understand which and why. If taste and smell (say) are the essence of your brand, how do you convey this in your advertising, where sight and sound are dominant? I would have rated Brand Sense 5, but for the fact Lindstrom draws on analysis from a massive data base from Millward Brown. I would have liked to have seen some of the details - perhaps as appendices. All in all a great read ... now I have no excuses for not doing more!

The author portrays cases studies of big companies, keeping it far from the reality of many professionals who work with much smaller clients. He doesn't depict the ideas, he just shows what companies did. Interesting, but not so much real... Also, he accounts Brand Sense responsible for astonishing results, like the big increase in sales of Chrysler cars. Brand Sense is not magic.

Great Book

Excellent information.

Well, if you like to feel free and independent you better read about manipulating of human brain-judgement by marketing and politicians. This book can help you to better run your own business or to defend yourself from the outside aggressions and influences.

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